



# FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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## FALL SWEATERS, SWEATER-DRESSING: A RETURN TO CLASSICS

CLASSIC SHAPES: Turtle- crew- and V-neck pullovers, round- and V-neck cardigans..CONTEMPORARIES: Outer wear weight jackets and coats. Dresses make a strong comeback

CLASSIC FIBERS: Fur blend, lambswool, Shetland, cashmere ... LUXURY YARNS: Boucle tweed, chenille, poodle, velours, mohair

CLASSIC COLORS: Beige, camel, light and dark gray; black, navy and white, especially in combinations ... CONTEMPORARIES: Cherry, paprika, garnet, Bordeaux, port -- taupe, amber, mallard, copper, rust, russet, sable -- turquoise, teal, Capri, electric, indigo, aubergine, grape

SWEATER CLASSICS -- PULLOVERS: Lambswool -- short sleeve topped by waist length bolero-cardigan (Marisa Christina), boat-neck long sleeve (Sadimara), V-neck, roll-up sleeve, cropped and side slit; crew neck, cablestitch front (SWI), - Shetland: V-neck, saddle shoulder (Jacques de Loux), four-color stripe, crew neck; flower yoke (Braemar) - Fur Blend: funnel neck, ribbed panel front, matching soutache trim (Sadimara) - OTHER: Four-button Merino wool polo shirt, rib trim (de Loux), lambswool shirt, contrast placket (Braemar), shadow stripe drop-stitch wool-blend blouson, bateau neck (Eric G.).

CASHMERE SWEATERS -- CREAM OF THE CROP PULLOVERS: Silk-striped turtleneck, rib-knit (de Loux), V-neck tunic length, pockets (Marisa Christina), U-neck short-cropped, rhinestone button trim; short sleeved, under cropped open jacket with embroidered border and piped edges, paprika mix (Chester Weinberg/Ballantyne) - CARDIGANS: Two-ply Peter Pan collar, string tie (de Loux), ribbed yoke, raglan sleeve, patch pockets (Marisa Christina), open front long two-ply V-neck ties at elasticized hip (Bonnie Cashin/Knittery), brass-buttoned two-ply (Ballantyne) - SHIRTS: Long John, side pockets; shirt-collared bubble, elastic at waist and hip (Cashin), two-ply polo (Ballantyne).

LUXE SWEATERS -- CHENILLE: Boat neck pull-over, fagotting insert, three-button shawl

(continued on page 4)

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## FASHION INTERNATIONAL HIGHLIGHT.

WARM WEATHER MENSWEAR: SOFTER & MORE SUBTLE  
1979 styles offer more options than ever before, as seen in the market summation presented by Chip Tolbert, Fashion Director of the Men's Fashion Association in Los Angeles. Prime reason: soft, muted, half-tone colors and patterns so subtle they can be coordinated with just about everything and look right. Subtle too, the steadfast movement to narrower details, all except the broader shoulders cued to women's wear.

... GETTING NARROWER: 3" lapels for Fall, narrower pocket flaps; 18" trouser legs, 1½" cuffs; 1½" knit ties; even string ties; smaller shirt collars

... GETTING LIGHTER: Silk and linen, real or fake; cotton-worsted finish for dressy look, smooth or intentionally wrinkled/rumpled for relaxed look; terry for "the comfort of a towel" ... Beige, clay, sand tones; two retros; iridescent linen and pinks

... JEANS, THE #1 VALUE, run gamut, from Summer jeans-shorts to double-pleated black jeans

... THE JEAN JACKET: Blouson; self drawstring or knitted waistband ... hooded ... kangaroo front pockets

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PREVIEW '80 SWIMWEAR I: GREAT FORWARD LOOKS IN TIME FOR SUMMER SELLING

This market offers a raft of fresh fillips to spice your stocks just when customers are most swim minded. Glowing jeweltones are just one incentive.

- ... Intense, LUMINOUS DARKS -- in Antron nylon with Lycra spandex; new ways with prints
- ... MAILLOTS newsier than Bikinis
- ... DETAILS: Elastic-tunnel shirring, skinny straps, contrast piping, belts and sashes, glitter

PRINTS: Black geisha spot print on Satan red, unconstructed deep plunge backless mio, black cummerbund; tank mio with detachable crushed self belt, Dashiki sea-shells bandeau top blouson, string bikini with two-tone beads on bra front and trunk sides (Cole of California), Aztec pattern forms deep border across top of mio and forms a sunburst on string bikini with three-way bra (Going Places) ... FLORALS: Chinese red or dynasty blue Ming floral sarong-mio; Lotus blossom border, very dark print on navy, on strapless "romper" swimsuit and bandeau mio (Sirena); jungle flowers/multi-tone diagonal stripes, on strapless blouson with side-tied legs and string bikini (Cole), unlined allover print tricot mio, strapless, spaghetti side adjustment, elastic belt (Via!).

DOTS -- PERMANENTLY EMBOSSED pin dots, on cordovino red or spruce green, for best-selling convertible strapless bandeau mio, drawstring sides, hi-thigh leg, and twist-front halter bra bikini (Catalina), on best selling gathered scoop neck mio, shoulder tied tunneled leg adjustment (Jantzen) - PRINTED: White polka dots ombred from widely scattered bottom to full dotted top on nylon/Lycra satin surplice front-molded bra mio (De Weese Designs), stunning white square dot with tiny red center on unconstructed deep plunge mio, solid belt, and strapless bandeau mio with solid piping and side ties (Cole).

BI-COLOR/MULTI-COLOR: Patchwork - Mondrian in dark, brooding colors - strapless mio and three-inch-side bikini with removable tunnel-strap bandeau (Poppy), Kaleidoscope, black/red with yellow piping or blue/yellow with green, side-shirred "bustier" loop worn as crushed bandeau or twisted into bi-color bra, with bikini, or mio (Cole), tri-tone constructed mio, two-tone Y-stripe at bustline (Sirena), black surplice mio, purple, fuchsia and red insets seamed in at neckline (Going Places) ... REVERSIBLES: Antron/Lycra satin soft bra modified-leg mio and two-inch side bikini with string bra (De Weese), new in the market: Dacron/Antron/Lycra triangle bra and string bikini reverses to Antron/Lycra (Jantzen).

SOLIDS: Scattered autumn leaf trapunto, on a hi-thigh plunge mio, unconstructed and fully lined; also strapless bandeau bikini (Poppy), open crisscross lacing on mio's deep plunge is repeated for a pretty back view (Going Places), allover elastic-shirred strapless mio reprised from the 1950's, molded cups, adjustable tunneled top (Jantzen) ... SHEER/OPAQUE judiciously alternated: Black "birthday suits," sunburst front on strapless mio, high neck "ram's horn" mio with shirred sides and contour petal front (Sandcastle), diagonally alternated tricot and sheer stretch tube mio (Via!).

GLITTER SPECTACULARS -- Very understated, real rhinestones, tiny and widely spaced, limn neckline of scoop neck mio; stud triangle bra bikini form medallion effect on tank suit; slightly larger, the rhinestone button front on the low V-neck mio (Sirena) ... SMASHING ART DECO PRINT: A sunburst of gold stripes with contrast borders converges on stylized red and green splashed center of simple black competition tank suit with deep plunge back (Going Places).

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PREVIEW '80 SWIMWEAR II: COVERS FOR BEACH & PLAY, LUNCH & LOUNGE

Well thought out put-togethers, many colors keyed to suit-mates, dresses, robes, bustiers, shirts, jackets, shorts, rompers, jumpsuits, pants

TERRIES - WOVEN: Strapless "romper," side-slit shorts; white midriff tie-top, jewel-tone Lycra piping and shorts (Sirena) - ACRYLIC/POLYESTER: Bi-tone, lovely in red, buff, piped round neck shirttail tank, short sleeve elastic waist blouson, extended shoulder, buff bound and striped; elastic waist blouson jacket, buff stripe V'd into front and back (Dotti), intense jeweltones, contrast Lycra piped - unconstructed short sleeve blazer, strapless romper playsuit, button front trim; shirred-scoop split-front dress, Lycra crisscross halter back, piping, string belt (Sirena) -- COTTON/POLY: Lycra piped and trimmed extended-raglan blouson/pants (Going Places).

COTTONS - BASKET WEAVE: Railroad striped knit trim pullover blouson, baseball jacket, zip front pull-on walk shorts, narrow leg drawstring pants (Cole Covers) - CRINKLE COTTON: Cool, lightweight and packable, knit-trim roll sleeve big shirt; elastic drawstring waist jumpsuit (Sandcastle) - COTTON LAWN: Long skirt, can pull up into sundress, deep, deep Aztec print border (Going Places) - PEBBLE KNIT COTTON/POLY: Loose, open, lacy, tape trimmed - short sleeve ribknit edged pullover, Henley neck; hooded long sleeve zip front jacket, tank top/narrow leg pull-on pants or shorts, tape side stripes (Dotti).

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CHOICE PICKINGS FROM THE FASHION FAIR

High prices and lack of direction dogged the 16th European Fashion Fair in New York in March -- the new Shape was shown alongside the dated Droop -- dark colors seemed somber, after a season of neon-brights -- the many retro styles made the Fair look like a Hollywood oldie.

BODY-HUGGING DRESSES: - wrapped, draped, slit, Joan Crawford shoulders: Leg-of-mutton sleeved black velours (Annabelle), red shaped-shoulder matte jersey (Robert Haik), black matte jersey, lace bodice (Minima), dark challis cocktail dresses (Paul de Galvert), black satin/ruffle-front, jackets (Susan Small).

SLIM SHAPED COATS: - broad-shoulder trenches, cape-collared body-fits, narrow shoulder interest reefers -- brown gabardine, black velour lapels (Jeffrey Brownleader), brick wool double-breasted (Folks); redingotes (Tiktiner, Bercher, Arama); slim clutches (Clubman); 7/8 coat/matching gabardine skirt (Gudule); 3/4 coat/matching skirt (Quorum).

SHAPED SUITS - broad shoulders, defined or belted waists, slim slit skirts: Crepe peplum jacket (Arditi), broad-shoulder green challis, stand-up collar (Hubert Pinault), flange-shoulder claret gabardine (Moda Fiorentini), puffed shoulder black wool (Bercher), black gabardine classics (Fenn Wright Manson), plaid walking suit (Billy Bonny).

KNIT JACKETS - Surface interest, tweeds, jacquards, chenille, metal and leather trims: Chenille bubble (Vava), boucle sweaterjac, padded shoulder (Abbracci), iridescent mohair cardigan (La Squadra), ribbed sweaterjac (Antonella Ore).

FABRICS: Surface texture, tweed, twill, herringbone, gabardine, leather with gold piping, knit with metallic yarns, chiffon with metallic trim, silk ... COLORS: Berry, black, teal, dark olive, dark ground prints with bright accents.

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FALL SWEATERS, SWEATER-DRESSING: A RETURN TO CLASSICS (continued from page 1)

collar jacket (Francesca/Damon), allover fancy stitch pullover, round neck drawstring waist (Marisa Christina) - VELOURS: Open-neck collared sweatshirt, navy, taupe, plum-berry (Yves St. Laurent), cotton/acrylic cut-velours V-neck, saddle shoulder (Sadimara) - MOHAIR: Raised-rib pullover, inset epaulet shoulder, stand-up ruffle collar (Marisa Christina), rayon-blend loose cardigan, patch pocket (Hark) - BLENDS: Wool/ acrylic boucle tweed keyhole pullover, turtleneck (SWI), wool/acrylic, broken-cabled tweed crewneck, diamond-stitch yoke; silk/wool shawl collar tunic two pockets, wooden-buckle belt; hand-loomed acrylic popcorn stitch round neck pullover (Marisa Christina) - HAND-KNITS: Pink/lime mohair cropped baby doll sweater, bateau neck, 18-inch ribbed yoke, open mesh bottom; green cut-chenille poncho/hooded scarf; hooded hand-spun wool Noh jacket, brass mix; natural bulky acrylic/wool tweed turtleneck, hand-knit garter-stitch border (Bonnie Cashin).

OUTERWEAR -- JACKETS: 30-inch hooded wool/acrylic fur-like chenille, raglan shoulder (Sadimara), silk-lined mohair/acrylic/nylon poodle-loop front-zip ribbed cuff and bottom, stand-up collar (Hark), long hand-knit jacquard wool cardigan jacket, mock turtle, raglan, pockets (SWI) - CARDIGANS: Link-stitch wool bulkies, button-front blouson (de Loux), drop-stitch embroidered wool, tassel closure; wool/acrylic curved-bottom 7/8 length, patch pocket (Hark), metal-buttoned double-weight Shetland Gibson Girl, loose and easy, cowl/hood, side pockets (Cashin) - PULLOVERS: Popcorn-stitch crewneck (de Loux), oversized Shetland Robin Hood, elasticized hipline and wrists (Cashin) - COATS: 3/4 length mohair swing coat, tunnel neck with pull-through scarf (Marisa Christina), long wool/mohair loop belted wrap, ribbed shawl collar and front border (Eric G.).

INDOORS - DRESSES: Lambswool-blend V-neck, ribbed waist, reverse stitch arm-hole; lambswool-blend Shirred-shoulder V-neck dress/diamond motif-embroidered wrap cardigan jacket; wool/acrylic 7/8 V-neck sweater coat, long sleeve slipdress, leggings to match (Frederika Jean Stark/Hark), 100% cashmere longs, can be ordered short: funnel, big fat turtleneck, halter, bateau tank or bubble (Bonnie Cashin), side-slit, full-fashioned Shetlands, double-wrap leather belt, V-, crew or bateau-neck; black cordovan, green (de Loux).

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IMPORTANT DATES

<u>COMO-IDEACOMO</u> .....	May 3- 5	<u>N.J.-Men's Fashion Assn.</u> .....	June 14-17
<u>N.Y.-Fall Intimate Apparel</u> .....	May 14-18	<u>N.Y.-Nat'l Boutique Show</u> .....	June 16-19
<u>FRANKFURT-INTERSTOFF</u> .....	May 15-18	<u>N.Y.-Press Week</u> .....	June 17-23
<u>N.Y.-Int'l Leather Goods</u> .....	May 22-24	<u>ROME-Couture Showings</u> .....	July 16-19
<u>DALLAS-Fall Ready-To-Wear</u> .....	May 25-29	<u>PARIS-Couture Showings</u> .....	July 23-26
<u>CHICAGO-Fall Ready-To-Wear</u> .....	June 1- 5	<u>N.Y.-Nat'l Shoe Fair</u> .....	Aug 4- 7
<u>N.Y.-Nat'l Assn Display Ind</u> .....	June 2- 6	<u>N.Y.-Resort Ready-To-Wear</u> .....	Aug 6-17
<u>ATLANTA-Fall Ready-To-Wear</u> .....	June 2- 6	<u>N.Y.-Intimate Apparel</u> .....	Aug 6-10
<u>L.A.-Fall Ready-To-Wear</u> .....	June 8-11	<u>PARIS-SEHM. (Menswear)</u> .....	Sept 8-11
<u>MIAMI-Fall Ready-To-Wear</u> .....	June 8-11	<u>PARIS-Spring Pret-A-Porter</u> ....	Oct 13-17
<u>N.Y.-Int'l Press Week</u> .....	June 10-14	<u>FRANKFURT-INTERSTOFF (Fabrics)</u>	Nov 20-23

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